



EcoJudaism appoints Naomi Verber as its first ever Executive Director

EcoJudaism has appointed its first ever Executive Director.

Naomi Verber – currently Head of Environmental Policy for the United Synagogue – will take up the role at the start of May.

The creation of the position shows the growth of EcoJudaism, which works across the entire Jewish community to empower synagogues and congregations of all denominations to combat the climate crisis and provide them with the tools they need to make impactful and long-lasting changes.

Naomi worked as a management consultant for 15 years, specialising in business change and development. She then partnered with the Jewish environmental charity Sadeh to conceptualise, design and run Europe's first kosher eco-hotel.

Naomi then joined the United Synagogue (US) in 2021, running the Dorot programme – the US and Office of the Chief Rabbi's ambitious environmental initiative. Transforming the charity's response to the environmental crisis, her achievements include creating the first US forest, more than 80% of US synagogues going disposables-free and establishing environmentally responsible operating processes.

She is also a well-known activist and regular public speaker, focusing on tangible ways all communities can improve their environmental impact.

Naomi said: "EcoJudaism has huge potential to transform Jewish environmental activism across our entire community. I am delighted to become its first Executive Director and excited to work with an outstanding team of lay, rabbinic and professional leaders.

"After two and a half inspiring years leading the Dorot programme, I can't wait to begin this next exciting chapter in our community's environmental activism journey."

EcoJudaism Chair Abi Levitt welcomed the appointment of Naomi as a landmark moment for the organisation and its work – matching its ambitions to make a mark within the Jewish community and beyond as part of a worldwide multi-faith environmental movement.



She said: “We are delighted to appoint Naomi, who has deep experience in transformative environmental work, a true understanding of the Jewish community and a passion for protecting our natural world.

“This exciting recruitment represents the next stage in the EcoJudaism journey to become a central environmental force, matching our vision of world-changing goals with a focus on frontline community level action to achieve them.”

ABOUT ECOJUDAISM:

EcoJudaism is a unique initiative which spans the whole UK Jewish community, with leadership from Trustee Rabbis from five different denominations, representing the United Synagogue, Masorti Judaism, The Movement for Reform Judaism, Liberal Judaism and the S&P Sephardi Community. EcoJudaism’s aim is to move the UK Jewish community from *bal tashchit* (don’t waste and don’t destroy) to *tikkun olam* (saving the planet for future generations).

EcoJudaism has seven activity streams, including their online Environmental Audit for Synagogues, a holistic approach to giving communities a framework for improving their environmental knowledge, sustainability, and working towards net zero.

Email welcome@ecojudaism.org.uk to find out more.

PRESS CONTACT:

Simon Rothstein

simon@srxconsultancy.com

+44 7740 647 764